




THRU-LIGHTED BILLBOARD



The Most Unique Form Of Advertising Since Television!

- 5 Million impressions per truck per year*
- Pays for itself over and over with the fuel savings alone
- Your message seen 24 hours — night and day
- Different — eye catching
- Promote your name and product
- Save fuel at the same time
- Time tested — low maintenance
- No moving parts
- Head-on advertising gets twice the impressions of stationary billboards
- High visibility — safer operation
- Mounted to cab so you don't need a sign for every trailer
- Use with standard  roof brackets

Call or write for more information



®Registered Trademark of Rudkin-Wiley Corp.

DIVISION, RUDKIN-WILEY CORPORATION "The Fuel Saving People"
760 Honeyspot Road, Stratford, Conn. 06497
PHONE TOLL FREE 800-243-9870

* Based on A.T.A. Study

Manufactured under one or more of the following U.S. Patents: 3,241,876, 3,309,131, 3,697,120 and foreign patents. Other U.S. and foreign patents pending.

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